

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-6 (canceled):

Claim 7 (previously presented): A method for reducing the amount of stimulant necessary to achieve an effect in an individual as compared to a typical stimulant that is ingested principally through the gastrointestinal region of the individual comprising the steps of:

providing a chewing gum including a stimulant that is typically swallowed by an individual to achieve a specific effect, the chewing gum including less than the typical amount of stimulant that is swallowed by the individual to achieve the effect;

providing the stimulant in a form wherein it can be adsorbed through the oral mucosa of the individual;

chewing the chewing gum and thereby causing the stimulant to be released into the saliva of the individual; and

continuing to chew the chewing gum forcing the stimulant through an oral mucosa contained in a buccal cavity of the individual.

Claim 8 (previously presented): The method of Claim 7 wherein the stimulant is a caffeine.

Claim 9 (canceled):

Claim 10 (original): The method of Claim 7 wherein the chewing gum is chewed for at least 2 minutes.

Claim 11 (previously presented): The method of Claim 7 wherein the chewing gum creates a saliva content of stimulant of approximately 15 to about 440 ppm.

Claim 12 (previously presented): The method of Claim 7 including the steps of chewing a chewing gum including the stimulant at least twice a day.

Claim 13 (canceled):

Claim 14 (previously presented): A method of enhancing an individual's performance comprising the steps of:

providing a chewing gum including a performance enhancing amount of caffeine that is designed to be adsorbed through the oral mucosa of the individual; and  
chewing the chewing gum not more than ten minutes before the performance.

Claim 15 (original): The method of Claim 14 wherein the performance to be enhanced is athletic.

Claim 16 (original): The method of Claim 14 wherein the performance to be enhanced is cognitive.

Claim 17 (original): The method of Claim 14 wherein the performance to be enhanced is alertness.

Claim 18 (original): The method of Claim 14 wherein the chewing gum is chewed five minutes or less before the performance.

Claims 19-22 (canceled):

Claim 23 (currently amended): A method of increasing the stimulatory effect of caffeine that has been previously swallowed by an individual as part of a caffeine ~~containing drink~~ product taken orally comprising the steps of:

providing a chewing gum that contains caffeine; and

chewing the chewing gum causing the caffeine to be released by the chewing gum and forced into an oral mucosa located in a buccal cavity of the individual.

Claim 24 (canceled):

Claim 25 (original): The method of Claim 23 wherein the chewing gum creates a saliva content of medicament of approximately 15 to about 440 ppm.